CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

SEPTEMBER 7, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *NEW PRIZE/MERCH PROGRAM*
- *9/16/01 COUPON PROMO*
- *NEW COLLECTOR'S CHUCK*
- *THE KEY CHAIN IS BACK!*
- *PROMO CUPS*
- *B'DAY HOTLINE REAL CALLS*
- *TOP 20 SALES VOLUME*
- *TOP 20 SALES INCREASE*

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
JOAN ASCH	480	JOE BREWER	$500.00
FRANK DINATALE	433	JOHN DODARO	$500.00
JIM MILLIGAN	117	SEAN HENRY	$500.00
ERIC O'CAMPO	597	STEVE GARNER	$500.00
BOB LUMAS	562	JOHN SWARNOWICZ	$250.00
TREY SHINGLER	950	AMY PIERCE	$250.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

SIT TIGHT! DON'T WORRY!

The new PRIZE/MERCHANDISE PROGRAM will not arrive at your location until MID-DECEMBER!

SEPTEMBER 16, 2001 COUPON PROMOTION

All markets will be participating in a coupon promotion in July. Coupons will be in newspapers on September 16. Below is a detailed list by market with coupon versions:

SUPER FAMILY FUN PACK	CHUCK E.'S CHOICE	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 30 game and ride tokens ONLY $19.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 48 game and ride tokens ONLY $22.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 75 game and ride tokens ONLY $25.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 99 game and ride tokens ONLY $29.99 WITH COUPON

MARKETS:

Albany	Cincinnati	Jacksonville	Mobile/Pensacola	San Diego
Albuquerque	Cleveland	Kansas City	Montgomery	San Francisco
Alexandria	Columbia, SC	Knoxville	Nashville	Savannah
Amarillo	Columbus, GA	LaCrosse	New York	South Bend
Atlanta	Corpus Christi	Lafayette	Oklahoma City	Springfield, IL
Augusta	Davenport	Lansing	Omaha	Springfield, MA
Austin	Dayton/Springfield	Lexington	Orlando	Springfield, MO
Bakersfield	Des Moines	Lincoln	Palm Springs	St. Louis
Baltimore	Detroit	Little Rock	Peoria	Tampa/St. Petersburg
Beaumont	El Paso	Los Angeles	Philadelphia	Toledo
Biloxi-Gulfport, MA	Evansville	Louisville	Providence	Topeka
Binghampton/Vestal	Flint/Saginaw	Lubbock	Raleigh/Durham	Tulsa
Birmingham	Fresno/Visalia	Madison	Richmond	Tyler/Longview
Boise	Ft. Smith/Fayetteville	McAllen-Brownsville, TX	Roanoke	Vancouver
Boston	Ft. Wayne	Memphis	Rochester	Washington DC
Buffalo	Grand Rapids	Miami	Rockford	West Palm Beach
Cedar Rapids	Greenville, SC	Midland/Odessa	Sacramento	Wichita Falls
Charleston	Houston	Milwaukee	Salinas/Monterey	Wichita, KS
Charlotte	Huntsville	Minneapolis	San Antonio	Wilkes-Barre/Scranton
Chattanooga				Youngstown/Boardman

SUPER FAMILY FUN PACK	CHUCK E.'S CHOICE	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 30 game and ride tokens ONLY $19.99 WITH COUPON Add a medium pizza for $7.99	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 48 game and ride tokens ONLY $22.99 WITH COUPON Add a medium pizza for $7.99	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 75 game and ride tokens ONLY $25.99 WITH COUPON Add a medium pizza for $7.99	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 99 game and ride tokens ONLY $29.99 WITH COUPON Add a medium pizza for $7.99

MARKETS:

Baton Rough	Columbus, OH	Green Bay	Harrisburg, PA	New Orleans, LA

Call the POS department if you have any questions about your registers. If you have any questions after hours, call 817/870-0744. Please call Piper Shealy in the marketing department if you have any questions about the coupon promotion.

$9.99 LARGE PIZZA	SUPER FAMILY FUN PACK	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
- 1 large pizza with one topping ONLY $9.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 30 game and ride tokens ONLY $19.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 75 game and ride tokens ONLY $25.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 99 game and ride tokens ONLY $29.99 WITH COUPON

Colorado Springs	D/FW	Detroit	Hartford	Las Vegas
Chicago	Denver		Indianapolis	Reno

Call POS with any register questions (after hours 817/870-0744) or Piper Shealy in Marketing with questions about this promotion.

During September, Everyone Will Automatically Receive
the Next Limited Edition Chuck E.

PUMPKIN CHUCK E.!

This will be the FOURTH STYLE in our collector's series!
You will receive :
24 pieces of Limited Edition Chuck E. from Dennis Foland
and
a new Header Card and 2 Clips for your basket
from the Support Center.

More Details on Pricing and Display will arrive with your
PUMPKIN CHUCKS

We Heard You!

THE KEY CHAIN RACK IS BAAAACK!

You told us that the magical selling price to the Guest is 99¢ each! You will soon receive a new, FREE key chain rack, a new 99¢ header card, and instructions on how to update your register.

KEY CHAIN STANDARD CHANGES

- The Key Chain Rack is coming back.
- Have at LEAST 4 key chain styles on the rack at all times!
- If you have successfully sold key chains in the 150 ticket category, please keep 2 additional styles there, also!

Now, inform your Cast, set up your rack and SELL SELL SELL!

HEY!!! SUGGESTIVELY SELL YOUR

COLOR CHANGE SIPPER PROMO CUPS!

Ask guests WHICH color of cup they would like – don't give them a chance to say "no"!
And don't forget to display them FROZEN!

YOU <u>WILL</u> SELL MORE!

OUR BIRTHDAY HOTLINE AGENTS REALLY EARN THEIR PAY!

(Here are some REAL conversations!!

(BIRTHDAY CHILD: “Are those tokens REAL GOLD?!?

(GUEST: “What do you mean 90 minutes? Last time I called they said the party would last an hour and a half!”

(GUEST: “How much is the $30 deposit?

(GUEST: “I know the large pizza and the medium pizza both have 12 slices ... which one has the largest slices?”

(GUEST: “On the Super Party Upgrade, does the Birthday Child get five hundred dollars?”

(GUEST: “I booked my reservation on the internet over 15 minutes ago. I’ve been sitting here waiting and STILL haven’t received the 20 tokens you said I would get for booking on-line!”

(GUEST: “Can I make my $30 deposit at the grocery store when I pay my electric bill?”

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$77,928	11.	422	Garden Grove, CA	$55,999
2.	418	Sun Valley, CA	$76,619	12.	109	Burbank, CA	$54,628
3.	513	Queens, NY	$67,650	13.	333	Vancouver, WA	$52,971
4.	613	Douglasville, GA	$67,445	14.	407	Corona, CA	$52,515
5.	453	Ventura, CA	$61,218	15.	572	Conroe, TX	$52,313
6.	465	Torrance, CA	$60,821	16.	456	Skokie, IL	$51,843
7.	117	Kennesaw, GA	$57,741	17.	439	National City, CA	$51,892
8.	324	Pasadena, CA	$57,327	18.	084	Fairfax, VA	$51,028
9.	321	Newark, CA	$56,824	19.	841	Brookfield, WI	$50,129
10.	325	Fullerton, CA	$56,190	20.	357	Lakewood, CA	$50,072

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	063	Chicago/Kedzie, IL	39.7%	11.	353	Palm Desert, CA	25.4%
2.	889	Oklahoma City/NW, OK	35.9%	12.	705	Huntsville, AL	24.4%
3.	687	Chicago/Riverpoint, IL	33.9%	13.	731	Houston/Memorial, TX	24.3%
4.	085	Rochester Hills, MN	33.5%	14.	101	Parma, OH	21.1%
5.	456	Skokie, IL	32.3%	15.	058	Tinley Park, IL	32.2%
6.	414	Murrieta, CA	31.8%	16.	716	New Orleans/Vets, LA	20.9%
7.	969	Chattanooga, TN	28.2%	17.	081	Irving, TX	20.5%
8.	034	Oaklawn, IL	27.2%	18.	562	Gulfport, MS	20.4%
9.	840	Amherst, NY	26.4%	19.	970	Memphis, TN	19.5%
10.	740	Canton, OH	25.9%	20.	691	Pasadena, TX	19.5%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

SEPTEMBER 14, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *GENERAL CINEMA CAMP*
- *W.O.T.C.*
- *MERCH WALL STANDARD*
- *MESSAGE FROM MARK FLORES & CATHERINE OLIVIERI*
- *CONGRATS AURORA, CO*
- *TOP 20 SALES VOLUME*
- *TOP 20 SALES INCREASE*

REFERRAL BONUSES

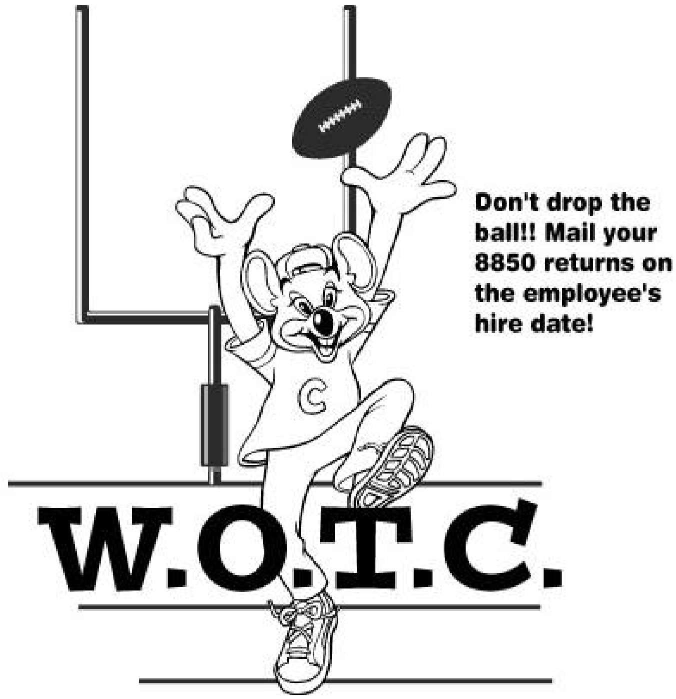
Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
MIKE RICHARDS	602	CHUCK WITCHER	$500.00
MIKHLED ALABADDI	485	JOHANNER ROMERO	$300.00
DIANE UPTON	053	JOHN UPTON	$300.00
ELDON BRITTMON	970	BRIAN BARBEE	$250.00
KIM GRUHN	553	SCOTT GRUHN	$250.00
STEVE CHARLEBOIS	446	ROXANNE HEISER	$125.00
THOMAS KLONIS	539	ROXANNE HEISER	$125.00
JOSHUA BELAND	464	JULIA REVERDES	$ 50.00
THERESA LEMONS	740	TIM MALLET	$ 50.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

GENERAL CINEMA SUMMER MOVIE CAMP

For those of you who participated in General Cinema's Summer Movie Camp, the promotion has ended and your promotional materials should be discarded.



LATE 8850 RETURNS

HELP CHUCK E CHEESE MEET HIS GOAL!

Managers please mail all 8850s and NOT ask your employees to mail these returns. Be proactive and mail returns out on the employee's hire date!

To help you mail these returns on time, please use the Ernst and Young prepaid envelopes. If you run short of prepaid envelopes, contact Jerremy Brister at extension 4219 for a new supply.

LATE 8850 RETURNS FILED FROM AUGUST 1, 2001 THROUGH SEPTEMBER 9, 2001

Number of LATE 8850 Returns	Minimum Potential Tax Credit per Return	Minimum Potential Tax Credit LOST since 8/1/01
20	$400.00	$8,000.00

ALSO!

Having trouble with your WOTC additional documentation? If so, fax your documents to the attention of Pat Beaty at (972) 258-4212. When coping photo IDs, if you will enlarge them, they come out clearer when faxed. This additional documentation will be sent from the Support Center to Ernst and Young once a week in overnight mail.

MERCH WALL STANDARD REMINDER!

Each item on the merchandise wall must have its own price tag. If you need more tags, call American Business Forms today!

September 12, 2001

Dear Everyone:

The tragic events of this past Tuesday, September 11, 2001, have shocked and saddened the nation as well as our company.

We are a company of many people and we must realize that this event has affected many of us deeply; most of all our young people who work with us in our stores.

Please do your best to become more aware of the feelings of those around you and do your best to understand that everyone is affected differently.

We ask that you first take time to care for those around you, so that second, we can take care of our business.

In closing, if you or anyone you know within our company is significantly impacted by this event, please contact us in the Operations and Human Resource departments at the following extensions:

Operations:	4524 or 5448
Human Resources:	5545 or 5486

Please remember you can also seek assistance through our Employee Assistance Program at 1-800-854-1446 or through Chuck E. Cares.

Sincerely,

Mark A. Flores
E.V.P. Director of Operations

Catherine Olivieri
V.P. Human Resources

WAY TO GO

AURORA, COLORADO!!!

CONGRATULATIONS!!!



TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$85,617	11.	438	Kendall, FL	$53,894
2.	418	Sun Valley, CA	$77,207	12.	716	New Orleans/Vets, LA	$53,170
3.	613	Douglasville, GA	$66,091	13.	109	Burbank, CA	$52,568
4.	513	Queens, NY	$61,328	14.	325	Fullerton, CA	$51,337
5.	465	Torrance, CA	$60,693	15.	444	San Bruno, CA	$50,769
6.	321	Newark, CA	$60,589	16.	324	Pasadena, CA	$50,418
7.	422	Garden Grove, CA	$58,993	17.	592	Houston/Webster, TX	$50,078
8.	453	Ventura, CA	$58,882	18.	420	Brandon, FL	$49,795
9.	117	Kennesaw, GA	$57,182	19.	930	Beaumont, TX	$49,782
10.	407	Corona, CA	$53,966	20.	406	Huntington Beach, CA	$49,260

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	721	Englewood, CO	45.2%	11.	410	Sacramento, CA	27.2%
2.	498	Cherry Hill, NJ	38.1%	12.	751	North Dartmouth, MA	26.9%
3.	948	St. Charles, MO	37.7%	13.	353	Palm Desert, CA	25.4%
4.	957	Davenport, IA	36.7%	14.	442	Placentia, CA	25.1%
5.	954	Wilmington, DE	35.3%	15.	443	San Diego/Mira Mesa, CA	24.8%
6.	705	Huntsville, AL	29.5%	16.	558	Colorado Springs, CO	23.4%
7.	451	Northridge, CA	29.3%	17.	055	Knoxville, TN	23.3%
8.	048	Alexandria, LA	28.6%	18.	406	Huntington Beach, CA	22.3%
9.	411	Simi Valley, CA	28.0%	19.	575	Houston/Wesleyan, TX	21.9%
10.	889	Oklahoma City/NW, OK	27.9%	20.	684	New Orleans/Cypress, LA	21.9%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

SEPTEMBER 21, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
DANNY TYSON	608	WILLIAM ROBERTSON	$500.00
GORDON CHARROS	731	GARY GREEN	$300.00
MICHAEL KARR	930	SCOTT WISE	$300.00
VANESSA ROBINSON	691	RUBEN ROBINSON	$300.00
JOHN BLACK	950	SHAWN O'NEIL	$250.00
ANTONELLA MANCUSO	755	BRUCE JONES	$150.00
STEVE RICHARD	755	BRUCE JONES	$150.00
MELODY KEEBLE	SC*	BILL HEARN	$100.00
SHAWN MILKE	512	RICKY DAVIS	$100.00

*SC = Support Center

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!



#4 IN THE COLLECTORS' SERIES

LIMITED EDITION PUMPKIN CHUCK E.

COMING FROM DFI IN A ONE-TIME SHIPMENT:

12 OR 24 PIECES OF
THE NEW LIMITED EDITION
PUMPKIN CHUCK

COMING VIA SUPPORT CENTER MAIL:

PUMPKIN CHUCK
HEADER CARD and 2 CLIPS
TO FASTEN THE HEADER CARD

A $6.99 price tag goes on the front of the basket
A header card goes in back with the clips
Fill the basket with pumpkin chuck ... add some limited santa chucks at the back of the basket.
Place the entire display on the front counter.

DETAILS:

Cost per piece is $2.93 — sell it to the guest for $6.99.
Update your register to add the new Limited Edition PUMPKIN CHUCK key ... and use it!

LICENSED KITES



Some of you out there have Licensed Kites in you 1000 Ticket Category and wish to have some display ideas. Here at the Support Center, we have limited space, so we simply hung 3 kites on pegs to form a fan pattern. Guests can tell that they are kites by the verbiage on the packaging.

Robin Ross at #405 in La Mesa, CA says that they had enough room to put together an entire kite and hang it from a ceiling tile above the merchandise counter. This has REALLY gotten guests' attention!

CEC RESPONDS TO NATIONAL TRAGEDY

We are deeply saddened by the recent shocking events. Our thoughts and prayers go out to everyone affected by this national tragedy.

The American Red Cross needs our help. In an effort to show our support and offer assistance as a team, we are asking employees to send any contributions they wish to make to the Support Center. These contributions together with a check from the company will then be forwarded to assist with the Red Cross relief effort.

Please make checks out to "American Red Cross", put in an envelope marked "Red Cross" and send it along with your store's weekly pouch. This is a voluntary donation. **Please do not send cash**.

We have had a few calls regarding people soliciting our locations to sell patriotic items such as T-shirts as fund-raisers. Please thank these folks for their efforts and tell them that we have a program in place as a company to aid the recovery effort.

We would like to recognize Quita Barnhart from store #451, Northridge, California for this idea.

Should you have any questions, please feel free to contact Jon Rice (ext. 5413) or Brenda Holloway (ext. 4222) at the Support Center.

General Manager, Greg Gully from store #485 in North Bergen, New Jersey works as an EMT and was on the scene when the second tower collapsed. He sustained minor injuries but continued to perform his duties helping the injured.

General Manager, Lanaya Russell from store #327 in Portage, Michigan suffered the loss of her sister in law, CeCe Roth Lyles in the crash of the plane in Pennsylvania.

The sister of Cast Member, Jim Fargher at Mayfield Heights, Ohio #547 is missing. Her name is Kathleen Fargher.

The father of our own Jerremy Brister in the Tax Department at the Support Center was missing for a time but was, miraculously, found. He sustained injuries but we pray for a full recovery.

If you would like to know more about how you can help, here are some additional information and contacts:

Call 1-800-GIVE-Life to schedule an appointment with the American Red Cross near where you live. For other Red Cross donations, call 1-800 HELP NOW.

The United Way's September Eleventh Fund to help the victims of the attacks and their families and provide immediate support to established emergency assistance agencies. Call 212-251-4035.

Salvation Army 1-(800)SAL-ARMY

FROM THE TRAINING DEPARTMENT

You should soon receive a box containing your 4th Quarter Manager Logs ... for Oct Nov Dec ... along with a 4th quarter binder to hold them.

Also included in this box is a package of newly created action cards for Techs. These can be reordered from American Business Forms.

If you haven't received this by the end of the week, be sure to call the Training Department, ext 5449.

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$85,617	11.	438	Kendall, FL	$53,89
2.	418	Sun Valley, CA	$77,207	12.	716	New Orleans/Vets, LA	$53,17
3.	613	Douglasville, GA	$66,091	13.	109	Burbank, CA	$52,56
4.	513	Queens, NY	$61,328	14.	325	Fullerton, CA	$51,33
5.	465	Torrance, CA	$60,693	15.	444	San Bruno, CA	$50,76
6.	321	Newark, CA	$60,589	16.	324	Pasadena, CA	$50,41
7.	422	Garden Grove, CA	$58,993	17.	592	Houston/Webster, TX	$50,07
8.	453	Ventura, CA	$58,882	18.	420	Brandon, FL	$49,79
9.	117	Kennesaw, GA	$57,182	19.	930	Beaumont, TX	$49,78
10.	407	Corona, CA	$53,966	20.	406	Huntington Beach, CA	$49,26

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	721	Englewood, CO	45.2%	11.	410	Sacramento, CA	27.2%
2.	498	Cherry Hill, NJ	38.1%	12.	751	North Dartmouth, MA	26.9%
3.	948	St. Charles, MO	37.7%	13.	353	Palm Desert, CA	25.4%
4.	957	Davenport, IA	36.7%	14.	442	Placentia, CA	25.1%
5.	954	Wilmington, DE	35.3%	15.	443	San Diego/Mira Mesa, CA	24.8%
6.	705	Huntsville, AL	29.5%	16.	558	Colorado Springs, CO	23.4%
7.	451	Northridge, CA	29.3%	17.	055	Knoxville, TN	23.3%
8.	048	Alexandria, LA	28.6%	18.	406	Huntington Beach, CA	22.3%
9.	411	Simi Valley, CA	28.0%	19.	575	Houston/Wesleyan, TX	21.9%
10.	889	Oklahoma City/NW, OK	27.9%	20.	684	New Orleans/Cypress, LA	21.9%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

SEPTEMBER 28, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
MICHELLE HARVEY	480	LISA EMMONS	$300.00
KEN HOLLAND	074	KASHIF IQBAL	$300.00
BOB LOOMIS	562	STEVEN CHANDLER	$250.00
LORI SUMMERS	481	HENRY GILLESPIE	$100.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

GRAND PRAIRIE NEW UNIT TEAM

Front row, left to right: Kim Keith, Rosie Carvajal
Back row, left to right: Chuck E. Cheese, Mark Gastelum, Adam Sullivan, Carlos Gudino, and Claudia del Castillo



NEW UPGRADED BIRTHDAY CAKES

During the next month or so, we will be transitioning from our current Sara Lee birthday cake to a new one made by Dawn Foods. Before your McLane Center makes the change, they will have to deplete their supply of their Sara Lee cakes. Since it is unlikely that both flavors of cake will run out at exactly the same time, only one flavor will be available for a week or two preceding the introduction of the Dawn Foods cake. McLane has been instructed to set up substitutions to ensure that you receive the correct amount of total cases ordered, it just won't necessarily be the flavor you ordered. When the substitution appears, it might be a good idea to have a plan to ensure that any guest who has requested and/or must have a specific flavor is taken care of (although most probably don't care).

Here are a few additional notes:

- **The cakes will be packed 8 to a case vs 6.**
- **They will be delivered frozen from McLane but should be placed in your walk-in upon receipt. (You should then have room in for freezer for french fries and buffalo wings.)**
- **You will be able to offer the sale of a whole cake to walk in parties because they are always ready to serve.**
- **There are still 2 flavors.**
- **The cake looks slightly larger and more decorative with a bit of purple icing outlining the top and confetti decorates around the side..**
- **Each cake is on a board in shrink wrapped, open top box; unwrap only as needed and serve on the board as we serve our current cake.**
- **Partially used cakes should be put back in the box and wrapped with plastic wrap.**
- **The cakes will have a 14 day shelf like in the walk in.**
- **Still decorate the top with sprinkles.**
- **Provide a clamshell for slices of cake to be taken home with the guest.**

NEW UNIT OPENINGS

What an exciting time for our company, growing at a rate of 10% per year. The New Unit Opening Team will complete approximately 30 locations this year. They have done a great job too! With that said, we need a lot of talented training managers and Team2 leaders to accomplish the several location that are coming up. If you are interested in joining the New Unit Opening team as a manager or as a Team2 leader, I invite you to give me (Todd Horchner Director of Training) a call at 972-258-5402.

Here are a few possible site locations that may open in an area near you soon (Traveling is a lot of fun too!):

- **Lake Charles, LA**
- **Mays Landing, NJ**
- **Meriden, CT**
- **Burlington, NJ**
- **Valleyview (DFW), TX**
- **Sioux Falls, SD**
- **Boca Raton, FL**
- **Moreno Valley, CA**
- **And many more to come in 2002!**



TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$84,12	11.	841	Brookfield, WI	$51,80
2.	418	Sun Valley, CA	$78,94	12.	438	Kendall, FL	$51,34
3.	456	Skokie, IL	$57,66	13.	613	Douglasville, GA	$50,26
4.	453	Ventura, CA	$57,30	14.	115	Littleton, CO	$49,77
5.	321	Newark, CA	$60,69	15.	357	Lakewood, CA	$49,27
6.	513	Queens, NY	$56,15	16.	407	Corona, CA	$48,96
7.	465	Torrance, CA	$55,30	17.	325	Fullerton, CA	$48,30
8.	109	Burbank, CA	$54,13	18.	324	Pasadena, CA	$47,43
9.	422	Garden Grove, CA	$55,63	19.	420	Brandon, FL	$46,57
10.	444	San Bruno, CA	$52,11	20.	716	New Orleans/Vets, LA	$46,52

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	468	Hartford, CT	55.2%	11.	473	Brockton, MA	26.5%
2.	041	Bakersfield, CA	36.3%	12.	456	Skokie, IL	26.1%
3.	402	Silver Springs, MD	34.2%	13.	525	East Hanover, NJ	24.6%
4.	042	Fresno, CA	33.3%	14.	437	Philadelphia/Roosevelt, PA	24.5%
5.	353	Palm Desert, CA	32.1%	15.	543	King of Prussia, PA	24.5%
6.	047	Springfield, IL	32.1%	16.	841	Brookfield, WI	23.6%
7.	414	Murrieta, CA	29.4%	17.	439	Granada Hills, CA	23.3%
8.	411	Simi Valley, CA	28.8%	18.	043	Visalia, CA	23.2%
9.	085	Rochester Hills, MI	28.6%	19.	501	Paramus, NJ	21.5%
10.	889	Oklahoma City/NW, OK	27.9%	20.	463	Waterbury, CT	20.0%

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